

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re U.S. Patent No.: 7,617,121 B1 )  
Issue Date.: November 10, 2009 )  
Application No.: 09/711,261 )      **Attention: Box MF**  
Filing Date.: November 10, 2000 )  
Inventors: DeMayo et al. )  
For: APPARATUS AND METHOD FOR )  
      HYPERLINKING SPECIFIC WORDS )  
      IN CONTENT TO TURN THE )  
      WORDS INTO ADVERTISEMENTS )

Commissioner for Patents  
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Sir:

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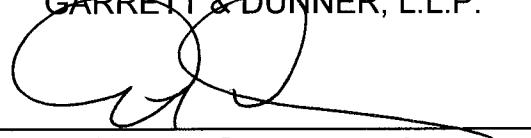
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